

North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties



REGIONAL LEAD AGENCIES

California Project LEAN

Joyce M. Houston
Humboldt County Health and Human Services Dept.
Public Health Branch
529 I Street
Eureka, CA 95501

Phone: (707) 268-2160
Fax: (707) 445-6097
Email: jhouston@co.humboldt.ca.us

5 a Day-Power Play! Campaign

Chris Bekins
Sonoma County Department of Health Services
3273 Airway Drive Suite C
Santa Rosa, CA 95403

Phone: (707) 565-6625
Fax: (707) 565-6619
Email: cbekins@sonoma-county.org

DEL NORTE UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

Helga Burns	Local Share:	\$239,084
1301 El Dorado Street	State Share:	\$114,927
Crescent City, CA 95531	Year First Funded:	FFY 1999
Phone: (707) 464-0273		
Fax: (707) 465-6973		
Email: hburns@delnorte.k12.ca.us		

Target Audience

- Ages: All Ages
- Ethnicities: Asian (18%); African American (3%); Latino (15%); Native American (20%); Caucasian (44%)
- Language: Spanish

Settings

School; Farmers' Market

Partners

10 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN

Description

The *Nutrition Network* funds the Del Norte Unified School District program that reaches throughout the K-12 schools and into the community. Teams of student advocates man booths with nutrition education materials at community-wide events such as the County Health Fair. The Farmers' Market is also a site for nutrition education activities. The Pumpkin Festival highlights the end to market season. The Del Norte County Fair is another place where the project reaches the community with nutrition education. Nutrition lessons were provided to community members through the Community Assistance Network. During the school year, student advocates go to After School Programs, elementary classrooms, Head Start programs and Special Education classrooms at the High School with prepared nutrition and physical activity lessons. Policy enforcement was achieved insuring that all school sites have at least 50 percent nutritious snacks in the vending machines. One hundred percent nutritious vending items will be achieved by January, 2003. Students share low fat recipes with peers and collaborate on a student cookbook which students are encouraged to share with their families. Students worked with the Tobacco Use Prevention Program (TUPP) to encourage the replacement of tobacco advertisement with nutrition information. Communications to parents and community members via parent newsletters have been established at several elementary schools and the junior high. Students actively plan and participate in the Del Norte High School Health Fair reaching 1350 students with a nutritional health message. K-3 teachers are trained in SPARK and an elementary teacher is certified as a SPARK trainer. A Parent Nutrition Advisory Committee was established and met monthly to discuss nutrition policies and issues within the school district. This committee has been instrumental in advising the Food Services department in concerns regarding changes to food served in the breakfast and lunch programs. Training of Pre-School and K-3 teachers resulting in 700 children receiving an active nutrition education.

FOOD FOR PEOPLE, INC.*Food Security Special Project*

Michelle Wyler	Grant Amount:	\$25,648
307 West 14th Street	Year First Funded:	FFY 2002
Eureka, CA 95501		
Phone: (707) 445-3166		
Fax: (707) 445-5946		
Email: mrwyler@yahoo.com		

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (4%); African American (2%); Latino (8%); Native American (12%); Caucasian (74%)
- Language: Spanish, English

Settings

School; Area farmers

Partners

8 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Food Bank; Farmers

Description

This first year food security project is aimed at improving access to locally produced fruits and vegetables along with appropriate nutrition education, to low-resource public schools in Humboldt County, and increasing collaborative partnerships to expand nutrition and physical activity opportunities to low-income families in the county.

During the first half of the year, the project will survey and assess at least 70 percent of the 34 low-resource schools in the county to determine their interest, resources, and capability to participate in establishing and expanding local farm-to-school activities. During similar timeframe, the project will also survey at least 50 local farmers to determine their production capabilities and the availability of crops for a farm-to-school program.

Based on the survey data, the project will identify a wide variety of public and private sector community resources that are available to help facilitate and maintain farm-to-school connections, and midway through the project year, sponsor a community-based educational forum for at least 50 participants including parents, teachers, school administration, and farmers about the farm-to-school potential in Humboldt County.

By the end of the project year, largely based on the outcomes of the forum, the project will identify the next steps for the local Food Policy Coalition to take including what resources are needed to fully implement a farm-to-school project and what collaborations and funding are necessary.

HUMBOLDT COUNTY HEALTH AND HUMAN SERVICES DEPARTMENT, PUBLIC HEALTH BRANCH

California Project LEAN Regional Lead Agency

Joyce M. Houston, RD	Local Share:	\$140,283
Director	State Share:	\$70,142
529 I Street	Grant Amount:	\$111,800
Eureka, CA 95501	Year First Funded:	FFY 1997
Phone: (707) 268-2160		
Fax: (707) 445-6097		
Email: jhouston@co.humboldt.ca.us		

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino (10%); Caucasian
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store

Partners

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; AHA; WIC; Farm to School Group

Description

The Northcoast LEAN lead agency convenes a coalition of partners to address community issues related to nutrition and/or physical activity. The Northcoast LEAN Coalition meets twice yearly and regional staff have coordinated and facilitated the start-up of the regional collaborative and its workgroups.

Regional staff provides expertise for media inquiries and activities occurring in the region. The Regional Coordinator writes a weekly newspaper column and films a TV spot, aired weekly, with a healthy food message and a recipe demonstration. The agency staff also coordinate activities in the region for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project to increase consumption of vegetables at the dinner meal for low-income families in Humboldt and Del Norte counties will continue with the addition of a new video and supporting educational materials. The "Make Dinner a Winner-Add a Vegetable" campaign resulted in a self-reported increase of vegetables consumption among 43 percent of the target population surveyed. The region is working closely with The American Cancer Society to adopt a nutrition policy in all statewide and national "Relay for Life" events.

Three workshops and follow-up trainings will be organized, conducted and evaluated for childcare providers, parents, and mental health professionals on nutrition and family feeding dynamics. Grocery store tours and 5 a Day classes will be developed and conducted for clients in the Fortuna and Crescent City WIC clinics.

To ensure the success of new educational materials, focus groups and interviews will be conducted to provide input into the development of supporting educational materials for the Lightning Meals, Vegetables Incorporated video. Television and radio commercial spots developed in 2001-02 will be placed on at least 2 stations with regional airplay.

HUMBOLDT COUNTY OFFICE OF EDUCATION*LIA—County Office of Education Channel***Julie Booth, EdD**

901 Myrtle Avenue

Eureka, CA 95501

Phone: (707) 445-7043

Fax: (707) 445-7143

Email: jbooth@humboldt.k12.ca.us

Local Share:**\$283,306****State Share:****\$141,653****Year First Funded:****FFY 2002****Target Audience**

- Ages: PreKindergarten; Grades 1-7; Young Adults; Adults
- Ethnicities: Asian (2%); African American (2%); Latino (9%); Native American (6%); Caucasian (81%)
- Language: Spanish, English

Settings

Community Center; School

Partners

5 partners from: School Food Service; Project LEAN

Description

Acting as the lead agency, the Humboldt County Office of Education coordinates the *Network*-funded programs offered through county-based community schools and special education classes as well as a consortium of school districts. Activities include classroom weekly nutrition education and cooking activities emphasizing the importance of fruits and vegetables, and the development of Student Nutrition Advisory Councils (SNAC). Additionally, nutrition education, cooking classes, and food-stamp promotion are offered to parents and other adults through a school-based Family Resource Center, Adult Education School, and Family Literacy program. Professional development and networking opportunities for staff include training on the foundations of nutrition and classroom cooking and attendance at Project LEAN, *5 a Day–Power Play!* Coalition, and other *Network*-sponsored meetings.

LAKE COUNTY TRIBAL HEALTH CONSORTIUM, INC.*LIA—Indian Tribal Organization Channel*

Christine Hansom	Local Share:	\$144,276
925 Bevins Court	State Share:	\$72,138
Lakeport, CA 95453	Year First Funded:	FFY 2002
Phone: (707) 263-8382		
Fax: (707) 263-0329		
Email: chansom@ca.ihs.gov		

Target Audience

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: Native American (100%)
- Language: English

Settings

Community Center; Clinic; Farmers' Market; Tribal Communities

Partners

17 partners from: Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Tribal Governments

Description

Project plans include working with the local schools to create a healthier choice of mid-morning snacks. They are working with Native American leaders in the six communities of Lake County. Emphasis is on Native American education groups to improve the nutrition of school-age children and their families.

Promotion efforts of the 5 a Day program, healthy food choices of the commodity food program and access to fruits and vegetables are priorities. They are speaking at Tribal Council Meetings and with small groups to assess the needs in the community and to develop a survey tool to be used on an individual and family basis. This program is to be community-oriented to address real needs and solutions by the community.

MANILA COMMUNITY SERVICES DISTRICT*LIA—City-Government Channel*

Bev Prosser	Local Share:	\$57,628
1859 Park Street	State Share:	\$28,814
Arcata, CA 95521	Year First Funded:	FFY 1999
Phone: (707) 445-3309		
Fax: (707) 445-0979		

Target Audience

- Ages: Grades 1-6; Young Adults; Adults; Seniors
- Ethnicities: Native American; Caucasian
- Language: English

Settings

Community Center

Partners

Schools; Local Health Department

Description

Manila Community Services District (MCSD) is a local government agency that serves residents of the Samoa Peninsula provides culturally appropriate nutrition education through the Building Healthy Peninsula communities, a nutrition education project for youth, teens, and seniors of the Samoa Peninsula. The target population is low-income families.

The overall goal of the project is to increase awareness of the need to eat 5 servings of fruits and vegetables per day and to obtain 60 minutes of physical activity every day for youth, 30 minutes a day for adults. In addition to emphasizing the 5 a Day message, nutrition education lessons include food basics, phytochemicals and vitamins, food tasting, wild edibles (gathering), meal planning, shopping, safe food handling, gardening for optimal nutrition, beverage choices, the importance of breakfast, and cultural foods. Community nutrition education activities include the development of a community calendar featuring children's art and healthy recipes a community cookbook.

The nutrition education materials are presented during MCSD programs and activities as well as at community events, workshops, and health fairs. Through after-school and summer recreation programs, MCSD reaches elementary aged youth. MCSD also provides nutrition education for teens in the community at the teen club and parents of young children in the Literacy and Nutrition Project.

MENDOCINO COUNTY PUBLIC HEALTH DEPARTMENT—WIC PROGRAM*LIA—Local Health Department Channel*

Jennifer Barrett	Local Share:	\$172,989
1726 D South Main Street	State Share:	\$85,700
Willits, CA 95490	Year First Funded:	FFY 2001
Phone: (707) 459-7876		
Fax: (707) 459-7864		
Email: willitshealthed@pacific.net		

Target Audience

- Ethnicities: Latino; Caucasian (75%)
- Language: English

Settings

School; Public places in county

Partners

Schools

Description

The Mendocino County Department of Public Health LIA has four main goals this year. The first goal is continuing nutrition classes with low-income families in both Spanish and English. They will target four groups and facilitate a six-week series for each group. Topics to be addressed are reading food labels, the importance of 5 a Day, how to use the food pyramid, cooking with your kids, fast food and fat, the need for children to eat well and exercise, and a recipe swap with a food demonstration.

The second goal is to empower youth by training teens to teach three lessons on healthy nutrition and exercise to the younger grades. They have seen how positively younger kids respond to messages from high school students. It is their hope that they will take the message home and begin to eat a healthier menu and exercise more.

The third goal is to begin a media campaign that will feature local people on a poster promoting healthy eating and physical activity. The target will be subcultures like the local high schools, public health, Nuestra Casa, Young Parent Program, Early Head Start, WIC, local elementary schools, and two hospitals.

The last goal is to do a survey at Willits High to see what the students buy at the snack shack during high school sporting events and what they would like to see sold as a healthy alternative. They plan to approach the booster club in adding one healthy option to their snack shack.

ROSELAND SCHOOL DISTRICT*LIA—School/District Channel***Vince Harper**

555 Sebastopol Road

Suite A

Santa Rosa, CA 95407

Phone: (707) 544-6911

Fax: (707) 545-5096

Email: vharper@scepo.org

Local Share:**\$51,820****State Share:****\$25,910****Year First Funded:****FFY 2002**Target Audience

- Ages: PreKindergarten; Grades 1-8; Adults; Seniors
- Ethnicities: Asian (4%); African American (4%); Latino (70%); Native American (3%); Pacific Islander (1%); Caucasian (16%); Multiple Races (2%)
- Language: Spanish, Hmong, Tagalog, English

Settings

Clinic; School

Partners

10 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Non-profit, Health Associations; Local Government

Description

Staff members will be receiving nutrition training in the following curricula: Nutrition to Grow on, Eating Right is Basic (ERIB), *5 a Day—Power Play!*, and Reading up the Food Guide Pyramid. In addition, education and training for staff include sending two staff members to an after-school conference (Returning to the Whole Child, After-School Programs Designed with Families in Mind) in February and sending two to three staff members to the School Garden & Farm-to-School Symposium in March, which is put on by the Occidental Arts and Ecology Center.

The staff plans to put on a May Day Garden Festival in order to celebrate the transformation of the garden area from weeds to sprouting seeds. Food demonstrations along with student display boards will help the community see the connection between what we grow and what we can eat.

SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES*5 a Day–Power Play! Campaign***Chris Bekins**

Sonoma County Department of Health Services
 3273 Airway Dr., Suite C
 Santa Rosa, CA 95403

Phone: (707) 565-6625

Fax: (707) 565-6619

Email: cbekins@sonoma-county.org

Grant Amount:

\$100,000

Year First Funded:

FFY 2002

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community Youth Organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The Sonoma County Department of Health Services acts as the North Coast Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 15,000 impressions with the region's 7,650 low-income 9- to 11-year-old children. The North Coast Region includes Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma counties.

SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES*LIA—Local Health Department Channel*

Carol Kronberg, RD	Local Share:	\$154,814
3273 Airway Drive, Suite F	State Share:	\$77,407
Santa Rosa, CA 95403	Year First Funded:	FFY 2002
Phone: (707) 565-6595		
Fax: (707) 565-6524		
Email: ckronber@sonoma-county.org		

Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (3%); African American (2%); Latino (70%); Native American (1%); Caucasian (25%)
- Language: Spanish, Hmong, English

Settings

Clinic; School

Description

The Sonoma County Department of Health Services LIA contract is a partnership between the County WIC office and two local elementary schools. The WIC Department of Sonoma County is enhancing their nutrition education services for eligible low-income families by engaging in new activities above and beyond the nutrition education provided as part of WIC services. The FitWIC curriculum is being adapted for use by other Sonoma County Department of Health units to promote the 5 a Day message to low-income children at risk for obesity as well as their parents. The National Association for Sport and Physical Education (NASPE) "Learning to Listen, Learning to Teach" methodology will be incorporated in the adapted WIC curriculum. Sonoma County will then train staff on the adapted FitWIC nutrition education curriculum. In an additional effort to enhance nutrition education services, the WIC office will revise and publish the Graduate Kindergarten guide focusing on promoting healthy eating including fruits and vegetables. Sonoma County will then implement the adapted FitWIC curriculum for families with children at-risk for obesity, offering a series of 6 nutrition education classes. Sonoma County is also leading a Nutrition Peer Network to foster collaboration with other agencies and organizations interested in nutrition education.

At Lehman Elementary School, a Nutrition Leadership Team will be formed to plan and implement nutrition education projects, identify nutrition education curriculum materials, and provide trainings on nutrition education for teachers. The Lehman Elementary teachers will also promote the Tobes Walking Curriculum, a physical activity curriculum developed in house, which integrates physical activity into traditional subject curricula. At Burbank Elementary School, teachers will receive nutrition education training. A nutrition habits and knowledge survey will also be conducted with Lehman and Burbank elementary school students to establish a baseline data for future evaluative efforts.

UKIAH UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

Terry Nieves	Local Share:	\$249,101
925 North State Street	State Share:	\$124,550
Ukiah, CA 95482	Year First Funded:	FFY 1999
Phone: (707) 462-2561		
Fax: (707) 463-2120		
Email: terry_nieves@uusd.k12.ca.us		

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (2%); African American (1%); Latino (36%); Native American (7%); Caucasian (54%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

School

Partners

School Food Service; Local Health Department; Local Department of Social Services; American Cancer Society; Mendocino County Hunger Task Force

Description

Ukiah Unified School District's (Ukiah USD) garden-enhanced nutrition education program, "Growing Healthy Kids- From the Ground Up," reaches over 3,500 low-income students in 160 pre-kindergarten- through twelfth-grade classrooms. Ukiah USD is increasing knowledge and awareness of the importance of consuming 5 servings of fruits and vegetables a day and getting 60 minutes of physical activity daily. This is being done through nutrition education classes and we are developing a pilot instrument for measuring change in knowledge for third- to sixth-grade students. Ukiah USD is working to increase the effectiveness of the garden-enhanced nutrition education program. This will be done by our nutrition education site coordinators and five garden nutrition instructors who will collaborate, discuss, take back to their sites and put into practice those garden-enhanced nutrition education lessons which are most effective. Ukiah USD will also develop and present its Annual Health and Garden Faire. The Faire will be planned and presented in conjunction with community organizations to promote healthy eating and physical activity community-wide. On the policy front, Ukiah USD will present the Nutrition, Hunger, and Learning Forum, which focused on encouraging healthy eating and physical activity along with disseminating information regarding our district-wide nutrition policy.

UNITED INDIAN HEALTH SERVICES (UIHS)*LIA—Indian Tribal Organization Channel*

Nancy Flynn	Local Share:	\$178,514
Potawot Health Village	State Share:	\$89,257
1600 Weeot Way	Year First Funded:	FFY 2001
Arcata, CA 95521		
Phone: (707) 825-4105		
Fax: (707) 825-5035		
Email: nflynn@crihb.ihs.gov		

Target Audience

- Ages: All Ages
- Ethnicities: Native American (100%)
- Language: English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; In-home

Partners

10 partners from: Schools; School Food Service; Project LEAN; University of California Cooperative Extension; Tribal organizations; Indian Health; Social Services; WIC

Description

Through fun and innovative activities at local schools, Headstarts and community events, the 5 a Day and physical activity messages are reaching American Indians in Humboldt and Del Norte Counties. During culturally-appropriate cooking classes at various community sites, people are taught to incorporate more fruits and vegetables into their family meals.

At the Potawot Health Village, there is a two-acre organic food garden. With the garden's production of top quality fruits and vegetables, *Network* funds support taste-testing, cooking classes, workshops and various celebrations that utilize this resource for nutrition education. New flavors are brought to the tables of American Indians in our communities with great success. This year, vegetable six-packs will be distributed as part of a nutrition education initiative. Last year they produced a successful cookbook that featured recipes from the garden. Based on last year's success, we will need to produce at least four, if not six, times as many cookbooks this year.

Through collaborative groups at UIHS, *Network* funds support nutrition education via the Traditional Health Committee, and a Maternal and Child Health workgroup. The 5 a Day, physical activity, and anti-obesity messages are processed by these committees, and UIHS policies promote healthy eating and physical activity.